

CONTRACT



WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Mentzer Media Services
600 Farimont Avenue
Suite 306
Towson, MD 21286

<u>Contract / Revision</u> 795087 /		<u>Alt Order #</u> 06228107
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u> 1006
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WOIO	10/09/12	10/12/12	Price is Right	11a-12p		:30			NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				4	\$1,250.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/08/12-10/14/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$1,250.00	NM		
				Credited								
	3	WOIO	10/08/12-10/14/12	Price is Right	11a-12p	- TuWThF - - -	:30		\$1,250.00	NM		
				Credited								
2	WOIO	10/09/12	10/12/12	CBS Soaps	1230-2p		:30			NM	8	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				8	\$1,000.00			
3	WOIO	10/09/12	10/12/12	Action News at 4p	4-5p		:30			NM	8	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				8	\$750.00			
4	WOIO	10/09/12	10/12/12	Action News at 5p	5-6p		:30			NM	8	\$6,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- TWTF - -				8	\$775.00			
5	WOIO	10/09/12	10/12/12	Action News at 11p	11-1135p		:30			NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- T- TF - -				3	\$1,400.00			
6	WOIO	10/09/12	10/09/12	Tue Hour 1	8-9P		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- 1 - - - -				1	\$8,500.00			
7	WOIO	10/10/12	10/10/12	Action News at 11p	11-1135p		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- - 2 - - -				2	\$1,400.00			
8	WOIO	10/10/12	10/10/12	Wed Hour 2	9-10p		:30			NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- - 2 - - -				2	\$4,500.00			
9	WOIO	10/12/12	10/12/12	Fri Hour 3	10-11p		:30			NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	- - - - F - -				2	\$4,000.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract / Revision</u> 795087 /		<u>Alt Order #</u> 06228107
<u>Contract Dates</u> 10/09/12 - 10/15/12	<u>Product</u> CROSSROADS GPS	<u>Estimate #</u> 1006
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WOIO	10/08/12-10/14/12	Fri Hour 3	10-11p	-----F----	:30	\$4,000.00	NM		
		Credited										
E 10	WOIO	10/13/12	10/13/12	SA Action News at 7p	7-8p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----2-				2	\$750.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WOIO	10/08/12-10/14/12	SA Action News at 7p	7-8p	-----Sa--	:30	\$750.00	NM		
		Credited										
11	WOIO	10/13/12	10/13/12	SA Action News at 11p	11p-1135p		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1-				1	\$1,000.00			
12	WOIO	10/14/12	10/14/12	CBS Sunday Morning	9-1030a		:30			NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----3				3	\$750.00			
13	WOIO	10/14/12	10/14/12	Browns Football	1-4p		:30			NM	1	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$20,000.00			
14	WOIO	10/14/12	10/14/12	SU Action News at 630p	630-7p		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$850.00			
15	WOIO	10/14/12	10/14/12	Sun Hour 4	10-11p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$3,000.00			
16	WOIO	10/14/12	10/14/12	11p-1135p	11p-1135p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	-----1				1	\$1,200.00			
17	WOIO	10/15/12	10/15/12	Price is Right	11a-12p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	2-----				2	\$1,250.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WOIO	10/15/12-10/21/12	Price is Right	11a-12p	M-----	:30	\$1,250.00	NM		
		Credited										
		2	WOIO	10/15/12-10/21/12	Price is Right	11a-12p	M-----	:30	\$1,250.00	NM		
		Credited										
18	WOIO	10/15/12	10/15/12	CBS Soaps	1230-2p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	2-----				2	\$1,000.00			
19	WOIO	10/15/12	10/15/12	Action News at 4p	4-5p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	2-----				2	\$750.00			
20	WOIO	10/15/12	10/15/12	Action News at 5p	5-6p		:30			NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	2-----				2	\$775.00			
21	WOIO	10/15/12	10/15/12	Action News at 11p	11-1135p		:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	1-----				1	\$1,400.00			
22	WOIO	10/15/12	10/15/12	Mon Hour 3	10-11P		:30			NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	2-----				2	\$6,000.00			

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											Spots	Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
23	WOIO	10/11/12	10/12/12	The Talk	2-3p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	---TF--				1	\$650.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	WOIO	10/08/12-10/14/12	The Talk	2-3p	----ThF----	:30		\$650.00	NM			
	Credited												
24	WOIO	10/11/12	10/12/12	Syndicated Barter	3-4p		:30			NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	---TF--				1	\$800.00				
25	WOIO	10/13/12	10/13/12	Sat Early Show	9-11a		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	-----S-				1	\$300.00				
26	WOIO	10/12/12	10/12/12	Fri Hour 1	8-9p		:30			NM	1	\$4,250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	----F--				1	\$4,250.00				
27	WOIO	10/13/12	10/13/12	Sat Hour 3	10-11p		:30			NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	-----S-				1	\$3,000.00				
28	WOIO	10/14/12	10/14/12	Sun Action News at 7a	7-9a		:30			NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/08/12	10/14/12	-----S				1	\$650.00				
Totals												58	\$107,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	58	\$107,700.00	\$91,545.00
Totals	58	\$107,700.00	\$91,545.00

Signature: _____ Date: _____

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